

The Great School Garden Campaign

Learning objective: To identify and use persuasive techniques, such as emotive language and rhetorical questions, to write a compelling argument.

Max the monkey wants to convince the Headteacher to build a new fruit and vegetable garden at school. Help Max improve his persuasive letter by choosing the most effective techniques from the word bank to fill the gaps. Then, write your own persuasive sentence using the 'Rule of Three'.

Word bank: Emotive language · Rhetorical question · Rule of three · Exaggeration · Modal verbs · Direct address

1. 1. Max writes: 'Do you really want our school to be a grey, concrete jungle?' Which persuasive technique is he using here? (1 mark)

2. 2. Max wants to use stronger adjectives. Instead of saying 'The fruit is good', he writes: 'The fruit is _____. Give an example of emotive language that fits here. (1 mark)

3. 3. Fill in the blank: To sound more certain, Max should use _____ such as 'must', 'should', or 'will' to show the benefits of the garden. (1 mark)

4. 4. Explain why 'Direct address' (using words like 'you' or 'your') is a useful tool when trying to persuade someone. (2 marks)

5. 5. Write a sentence using the 'Rule of Three' to persuade the Headteacher that a garden is important for the school. (Example: 'It is healthy, fun, and educational.') (2 marks)

Draw: Draw a poster for Max the monkey to hold up. It should show a colourful, thriving school garden with children picking apples and carrots. Include a catchy, persuasive slogan at the top in big, bold letters.



Extension challenge: Max has a budget of £50 to buy seeds and tools. Write a short paragraph persuading the school council to give him an extra £25, explaining exactly how that money would be spent to make the garden even better.